

King, Valerie A.

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**From:** Kimberly Prchal [Kimberly.Prchal@mdsps.com]  
**Sent:** Wednesday, August 06, 2003 5:34 PM  
**To:** valerie.a.king@pmusa.com  
**Cc:** Kelli Hogeland; James Cunningham  
**Subject:** FWD: PM Advertising

**Sensitivity:** Confidential



PM Advertising

Valerie,

Attached is MDS LNK response to lighter and ashtray promotional items and revised print and radio advertising.

As mentioned in the letter, we feel that distribution of lighters as promotional items will not be limited to or necessarily promote smoking in the general public. We have also included revised specific print and radio advertising, targeting full flavor smokers. We would like to mention that print advertising usually includes newspapers and flyer distributions.

Thanks  
Kim

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